

ABSTRACT

A system and method for operating a reward points accumulation and redemption program wherein a user earns
5 reward points from a plurality of reward points issuing
entities, each of the reward points issuing entities tracking
the user's earned reward points in a user reward point account
stored on a rewards server. A trading server accumulates the
10 user's earned reward points from each of the reward servers
interconnected over a network in association with
consideration provided by the reward servers to the trading
server and credits the accumulated points into a reward
exchange account associated with the user. The user may then
select an item for purchase from a merchant computer
15 interconnected to the network. The merchant computer provides
the item to the user in exchange for consideration received
from said trading server, and the trading server reduces the
number of points in the user's reward exchange account in
accordance with the consideration provided to the merchant
20 computer.